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Taobao Marketplace Rolls Out Incredible Selection of Hot Deals Over its Annual 12.12 Sale Event

Launches innovative reward program to help mobile user community discover great bargains and connect with each other like never before

Beijing, December 7, 2015 – Taobao Marketplace (www.taobao.com), China's largest online shopping destination and a unit of Alibaba Group (NYSE: BABA), has announced details of its upcoming 12.12 sale, which will demonstrate the platform's uniqueness as a one-stop shop for everyday needs. Taobao Marketplace 12.12 sale is a major consumer event on China's online shopping calendar that takes place on December 12 every year.

In addition to a myriad of general merchandise available at attractive discounts, the 12.12 sale this year will see the participation of 50 Internet celebrity stores, 20 custom product shops, 100 factories and 20 time-honored Chinese brands recommended by Taobao Marketplace. Popular snacks from more than 100 provinces and regional specialties from some 200 counties across China will be on offer. Carefully curated products in six special product zones – original designs, Chinese style, custom-made products, smart living, pastimes and time-honored brands – will also be a highlight of the event. These six special themes were picked based on analysis of trending products on Taobao Marketplace in the past year.

To cultivate a closer mobile shopping community, Mobile Taobao will offer RMB100 million in cash incentives to reward consumers who help others discover products they like during the 12.12 sale. From December 7 to 12, consumers can create their own product recommendation list, and share the list with their friends or through social media channels. Depending on the sales generated as a result of their recommendations, the users will be eligible for a corresponding amount of cash reward, which will be transferred to their Alipay accounts after the 12.12 sale. This will be the first time that Mobile Taobao offers commissions to general consumers for content sharing.

“Mobile Taobao will focus on building a content ecosystem and a close community of shoppers. It will no longer just be a platform for merchants to provide product information,” said Jiang Fan, head of Mobile Taobao. “We hope all users of Mobile Taobao could become content providers, offering product recommendations that can meet different consumer needs and fostering closer connection among our users.”

The annual sale event boasts a wide range of local services that meet everyday needs including house cleaning, laundry, nail polishing, body massage and cooking, as well as alternative services such as personal butler and personal fashion styling. On the day, the local service platform of Taobao Marketplace will also provide close to 20,000 online courses from more than 1,500 educational institutions.

During this year's 12.12 sale, a variety of products on Taobao Marketplace will be available at a 50 percent discount. Consumers will also be eligible for special 12.12 cash rebates if their orders meet certain transaction amounts. The cash rebates – as much as RMB800 million in total – will be deposited into the users' Taobao red packet accounts and can be used for purchases on Taobao Marketplace or Tmall.com from December 12 to 13.

In September, Mobile Taobao introduced a content sharing program under which media, bloggers, online celebrities, professional organizations, individuals with special knowledge and other types of content creators can make money by generating useful shopping-related content for placement under

different sections of the Mobile Taobao app. RMB2 billion worth's of commissions will be distributed to these participating content creators over the next three years.

Recently, Mobile Taobao has also rolled out a question-answer platform for users to interact with each other. Since its launch, it has already attracted participation from more than 10 million users and currently generates millions of questions on a daily basis. More community-based functions will be introduced on Mobile Taobao in the near future, to encourage more sharing among Taobao shoppers.

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About Taobao Marketplace

Launched in May 2003, Taobao Marketplace (www.taobao.com) is the online shopping destination of choice for Chinese consumers looking for wide selection, value and convenience. Shoppers choose from a wide range of products and services on Taobao Marketplace, which features hundreds of millions of product and service listings. Taobao Marketplace was China's largest online shopping destination in terms of gross merchandise volume in 2014, according to iResearch. In addition, the Mobile Taobao App was the No. 1 e-commerce app in China as of the end of March 2015, according to iResearch. Taobao Marketplace is a business within Alibaba Group.

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